

How Campaign Communication Technology Works

Use the following website to complete this worksheet:

<http://communication.howstuffworks.com/how-campaign-communication-technology-works.htm>

1. In the 2006 election cycle, _____ got most of their political information from the Internet, more than double the number from the previous mid-term elections in 2002.
2. In politics, _____ and _____ are the main jobs of _____.
3. The rise of the Internet as a powerful medium for campaign communications points to the increasing political importance of the _____.
4. In a 2007 survey, the Pew Internet & American Life Project found that a growing percentage of Americans are no longer satisfied with passively gathering political information online. Instead, they want to use _____ -- _____, _____ and _____ -- to seek out diverse opinions, create their own political content and share it with others.
5. The return on investment with the Internet is impressive. With _____ in Internet spending, candidates have already earned _____ in online fund raising
6. _____ and _____ have also become popular high-tech tools for communicating "personally" with voters.
7. In the mid-term congressional elections of 2002, only _____ of candidates had a campaign Web site. By the 2006 mid-term elections, that number was up to _____.
8. Explain the following types of campaign websites used by candidates:

Tier One:

Tier Two:

Tier Three:

9. What is the name of the website that Howard Dean used for his 2004 presidential campaign?
10. By the 2006 mid-term elections, 23 percent of campaign Web sites included blogs written by the _____ or _____
11. One interesting feature of many 2008 presidential campaign sites is that they allow _____ to create and maintain personal blogs on the candidate's Web site. This is part of the overall push for candidate Web sites to mimic the features and functionality of popular social networking sites like MySpace and Facebook.

12. Identify six different activities you can do on a campaign website.

13. In addition, the two major U.S. political parties have launched their own social networks, the Democrats' _____ and the Republicans' _____.

14. More than _____ of U.S. households are expected to have high-speed, broadband Internet access by the end of 2007 [source: cnetnews.com]. Significant broadband penetration has turned the Web into a truly multimedia experience. As of February 2007, _____ say they've watched a political video clip online.

15. Several presidential candidates have also held _____ on their Web sites. In these events, the candidate might be in an actual town hall location like Ames, Iowa, but also answering questions via e-mail or online message board posts. The event is streamed live on the candidate's Web site and archived for future viewing.

16. Clearly, the candidates and their communications directors believe that e-mail is an important campaign communications tool. By _____ entering your e-mail address into one of these candidate sites, you agree to receive _____, _____, _____, _____ for donations and other messages from the campaign staff.

17. E-mail is a type of _____. Electronic notifications are any type of automated communications sent by phone, e-mail, text message or fax.

18. A new feature of several campaign Web sites is the ability to sign up to receive _____ via cell phone from the campaign staff of your favorite candidate.

19. A recent study by researchers at the University of Michigan and Princeton University found that people who received a text message the day before an election were 4 to 5 percent _____ likely to vote.

20. _____ is a form of mass notification that uses a computer to call thousands of voters with a pre-recorded phone message.

21. Robo-calls are made using an _____ service or software. How does it work:

22. An additional 24 percent of voters in 2006 received phone calls from real human beings urging them to vote for a particular candidate. These phone calls were likely made using a _____. Predictive dialing software automatically _____ phone numbers and only passes the call to a live agent if a call is successfully answered by a person. If the computer encounters an _____ or a _____, it doesn't pass along the call [source: TMCnet].

23. The 2006 elections also saw the first use of _____ meetings. Tele-town halls are a combination of robo-calling and teleconferencing technologies. Identify the six steps that explain how tele-town halls work.
24. Democrat Mike Gravel was the first 2008 presidential candidate to establish an official campaign headquarters in _____ [source: [Metaversed](#)]. John Edwards built his headquarters some months later, but fell victim to _____.